



Press release

Milan hosts the exhibition "*From the ribbed rod to design. The sustainable journey of Kindof told by Francesco Radino*"

Start on June 11, 2020 in Expowall's spaces

Bringing matter back to life through the art of photography: this is the new challenge for Francesco Radino who in Milan is the protagonist at the exhibition "*From the ribbed rod to design. The sustainable journey of Kindof told by Francesco Radino*". The event will open next June 11, 2020 in the Expowall art gallery.

Radino, one of the most appreciated protagonists in contemporary photography in Italy and abroad, through fifteen photographs gives back the complexity of the Kindof's work, the Swiss company which makes sustainable products using exclusively the ribbed steel rod which is typically used in reinforced concrete constructions. A slow process and attention to detail, expression of a creative craftsmanship with which you can give new life to a material born for another function. Working on a single ribbed steel rod for reinforced concrete, with hand-bending supported by building shaping machinery, the company - founded by the brothers Mattia and Luca Ghielmi in 2015 - is able to build furnishing components and accessories. Through the mechanical resistance and aesthetics in the ribbing, heat is given to a cold industrial material which is normally covered with concrete. It is precisely on the new identity given to the rod that the reflection of Francesco Radino, who for years has dedicated himself to design, architecture and landscape photography, focuses. The master of Italian photography, assisted by Giulio Ceppi's design direction, through fifteen works measuring 70x50 cm, highlights the transformation that the raw material undergoes through the production chain, and then becomes a highly innovative product and symbol of great elegance through the Kindof's works .

The components, influences, experiences, principles, synthesis, the near future of Kindof told in the Expowall spaces. "Kindof is not just a product from a virtuous economic cycle where waste is recycled, but something that comes from a human, technical, technological, memory, sensation and fantasy contribution" says Luca Ghielmi. "It's a human product, made by hand and each piece is a unique, unrepeatable piece. The Kindof monolith finishing completes the narrative: our shapes have steel roundness covered with only enamel. The color covers the Kindof product, completing and distorting it compared to its natural appearance already enriched by the ribbing," says one of the protagonists of Kindof.

"Francesco Radino's photographs do not simply document Kindof's production cycle but tell a transformation. More than ever in this period, we need to read change through the steel solidity and the infinite color variety, both characterizing aspects of Kindof products. Therefore, we are

pleased to reopen our spaces by hosting this exhibition in which the iron bars are no longer our prison but an extraordinary play of lights and colors which offer us a fascinating dynamism both in the two-dimensionality aspects in photography and in the three-dimensionality aspects as well" says Pamela Campaner, gallery owner of Expowall in Milan.

Visitors' access will be regulated according to current regulations. The exhibition will be available online through the Artsy platform.

Exhibition info

What: Exhibition "*From the ribbed rod to the design. The sustainable journey of Kindof told by Francesco Radino*"

When: 11, 12, 13 June 2020 from 10 to 19. From June 15 to June 30, 2020 can be visited by appointment (access regulated according to current regulations)

Where: Expowall, via Curtatone 4, Milan

How to get there: M3 yellow subway (stop Porta Romana or Crocetta) or tram line 16 (stop via Lamarmora).

Booking recommended: info@expowallgallery.com or tel/whatsapp 3388684605

Francesco Radino - Biography

An exponent of contemporary photography, he was born in Bagno a Ripoli (FI) in 1947 to parents, both painters. After studying sociology in the early '70s, he decided to devote himself professionally to photography with particular interest in industrial, design, landscape and architecture photography. An author who can hardly be catalogued and who has developed his own poetics over time, rich in imaginative and emotional suggestions. His works appear as a flow of multiple narratives where human figures, natural elements, urbanized territories, animals and objects accumulate, losing their original physical consistency and assuming the same timeless dimension of memory. A free eclecticism and an always renewed energy allow him to move easily between clients even very far from each other and his style, both photographic and pictorial, is characterized by lightness, simplicity and irony. He has been participating in numerous public research projects in this area since 1980, including the Archivio dello Spazio photographic campaigns as part of the Province of Milan's Architectural and Environmental Heritage Project, the Osserva.Te.R project promoted by the Lombardy Region, the European Eyes on Japan project organized by Eu Jap Fest, the 2003 Italian Atlas for the Ministry of Cultural Heritage and Activities and Transformation for the Villa Ghirlanda Museum of Contemporary Photography. He has published numerous books and videos about photography as an author.



Dal tondino nervato al design:
Il viaggio sostenibile di Kindof
raccontato da Francesco Radino

11 | 12 | 13
GIUGNO
dalle 10.00 alle 19.00

